

**National Air Quality Conference 8:00 – 9:30 a.m. session on February 5<sup>th</sup>**

**What Works and What Doesn't - 7 programs from 7 regions tackle 7 issues**

Moderator: Laura J. DeGuire, Michigan DEQ, 517-335-6985 [dequirel@michigan.gov](mailto:dequirel@michigan.gov)

<b>Area in Nation</b>	<b>Action Program</b>	<b>Type of Agency</b>	<b>Person</b>
<b>NE</b>	<b>Air Quality Action Day Program</b>	State Air Agency	<b>Kathleen Brockett</b> , Education Outreach Supvr. NH Dept. of Environmental Services Air Resources Division 6 Hazen Dr. PO Box 95, CONCORD NH 03302-0095 603-271-6284 Fax: 603-271-1381 <a href="mailto:kbrockett@des.state.nh.us">kbrockett@des.state.nh.us</a>
<b>Central</b>	<b>Heartland Sky</b> <i>(Ozone Action!)</i>	Kansas City COG/MPO	<b>James Joerke</b> , Air Quality Program Manager Mid-America Regional Council 600 Broadway, Suite 300 Kansas City, MO 64105 816-474-4240 ext.259 Fax: 816/421-7758 <a href="mailto:jjoeke@marc.org">jjoeke@marc.org</a>
<b>South</b>	<b>Alabama Partners for Clean Air</b>	Birmingham, AL Local Air Agency	<b>Samuel L. Bell</b> , Meteorologist Jefferson County Department of Health P.O. Box 2648 Birmingham AL 35202 205-930-1366 Fax: 205-939-3019 <a href="mailto:sam.bell@jcdh.org">sam.bell@jcdh.org</a>
<b>NW</b>	<b>Air Watch Northwest</b> <i>(A partnership w/ ALA of Washington &amp; an umbrella program for calls to action for ozone or PM)</i>	Puget Sound Clean Air Agency	<b>Alice Collingwood</b> , Communications Manager Puget Sound Clean Air Agency 110 Union Street, Suite 500 Seattle WA 98101-2038 206-689-4043 <a href="mailto:alicec@psccleanair.org">alicec@psccleanair.org</a>
<b>Great Lakes</b>	<b>Ozone Action!</b>	West Michigan Clean Air Coalition/ MPOs and partners	<b>Anna M. Tyskiewicz</b> , Ozone Action! Coordinator West Michigan Clean Air Coalition Grand Valley Metro Council 40 Pearl Street, Suite 410 Grand Rapids MI 49053 616-776-3876 <a href="mailto:annat@gvmc.org">annat@gvmc.org</a>
<b>CA</b>	<b>Spare the Air</b>	Bay Area Air Management District	<b>Teresa Lee</b> , Director of Public Information Bay Area AQMD 939 Ellis Street San Francisco CA 94109 415-749-4905 <a href="mailto:tlee@baaqmd.gov">tlee@baaqmd.gov</a>
<b>Mid-Atlantic</b>	<b>Ridefinders</b>	Non-profit Transit Agency & VA-DEQ (Richmond VA)	<b>Felicia Woodruff</b> , Executive Director RideFinders 1111 East Main Street Richmond, VA 23219 Phone 804-643-7433 Fax: 804-649-2513 <a href="mailto:fwoodruff@ridefinders.com">fwoodruff@ridefinders.com</a>

The Action Message: (Laura will make an overhead slide of the 7 regions.) Each person will have 1 minute to describe their program. It would be helpful to include - program focus, what pollutants covered, attainment info and funding source information. Then, each person will respond to the question/issue listed below for up to 1 minute. Present your info in bullets and talk fast – after one minute a “tone” will sound.

1. **PUBLIC HEALTH OR “ACTION” BASED**: Is your program a public health or a take action program...or is it both?
2. **RESPONSIBILITY & FUNDING**: Whose program is it (members) and how is it funded? Grant money? Penalties?
3. **STAFFING 24/7?**: How do you handle the program on weekends and holidays?
4. **NEW/OLD MESSAGE**: Fresh vs. Familiar. Is the message changed each year? Or do you use the same familiar program (or image) the public recognizes?
5. **REALLY DOABLE**: Are actions do-able? Is the public r-e-a-l-l-y doing what you ask? How is this measured?
6. **CREDIBILITY**: Is the action program credible? Does public believe you; support you? Seen as more than fluff?
7. **EVALUATION**: Do you survey for program effectiveness? Who performs survey? How Frequently? Results available? Other methods of evaluation?

I will ask someone to take session notes so we can upload a summary to the website post conference. You can provide to Deb Elmore a one-page overview of your program to be included.